

THE WASHLINE

Over 121,000 ENERGY STAR® qualified clothes washers purchased in the Northwest!

People Are Talking ENERGY STAR®

Have you noticed increased awareness to the ENERGY STAR® symbol in your area? The successful ENERGY STAR® Fall promotions have dramatically increased word of mouth with Northwest consumers.

Sweepstakes Cleans Up in Visibility

Eight foot high full color ENERGY STAR® displays drew the attention of over 13 million shoppers to ENERGY STAR® qualified clothes washers in 110 Fred Meyer stores throughout Oregon, Washington and Idaho.

Along with a chance to win one of 110 top quality machines in the ENERGY STAR® Clean Up Sweepstakes, consumers had the unique opportunity to view the product and educate themselves on the savings and benefits of owning an ENERGY STAR® qualified clothes washer in a low-pressure environment. Over 23,000 entries poured in, many envelopes displayed hand-rendered ENERGY STAR® images, making it clear the true message was getting across.

Responses from the lucky winners ranged from disbelief to tears of excitement. The sweepstakes was a combined effort between the program, the Region's one-stop-shopping giant, Fred Meyer, four major manufacturers of ENERGY STAR® products including Frigidaire, Equator, Fisher & Paykel and



ENERGY STAR® displays attract attention


Whirlpool, and over 50 Northwest retailers. Without these close partnerships, the program would never have been able to coordinate such an expansive promotion and impact so many potential consumers.

The promotion has further expanded already strong working relationships with manufacturers of ENERGY STAR® qualified clothes washers and the committed Northwest retailers who carry them. But most importantly it has resulted in increased consumer awareness and recognition of the ENERGY STAR® symbol, creating consumers that will ask for and choose ENERGY STAR® qualified products when they visit their local retailer.

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Criteria On the Rise

In expectation of the July 2001 increase in Federal minimum efficiency standards for various appliances, ENERGY STAR® qualifying criteria for refrigerators and dishwashers will increase as of January 1, 2001.

Refrigerators qualifying for ENERGY STAR® specification will be 10% above the new minimum efficiency standard. Currently, no models on the market meet these improved criteria, but it is expected that new qualifying models will be introduced in the first quarter.

Qualifying dishwashers will be 25% more

efficient than the federal minimum standards. They will have a minimum Energy Factor of .58 beginning January 1, 2001.

About half of the current models on the market already meet this requirement.

If you have any questions about these changes, call the Dealer Hotline at 888-823-9274 or consult with your ENERGY STAR® field representatives on their next visit. Representatives will have information on these qualification changes, as well as how your individual area utility incentives will be affected by this change.



clothes
washers



What's an MEF?

Effective January 1, 2001, the ENERGY STAR® qualification process for clothes washers will be modified. The new process will use a modified energy factor (MEF) level instead of an energy factor (EF) level. The MEF rating takes into account the dryer energy used to remove remaining moisture in clothes. The majority of currently qualified ENERGY STAR® washers will

ENERGY STAR® Grimiest Soccer Team Contest Returns



Celtics, Salem, Oregon



Aanvallen '86, Sumner, Washington



Dragons, Kuna, Idaho



The contest that proves energy efficient clothes washers can get even the grimest kids clean returned this year to enthusiastic soccer players and media alike. Once again the promotion teamed with Olympian Tiffeny Milbrett for a series of soccer clinics throughout the Northwest increasing community awareness and drawing press attention, along with the photo contest – driving teams to show just how grimy they could get!

SOCCKER Contests

Northwest soccer teams with players age 14 and under were invited to "get dirty, score big and clean up with ENERGY STAR" by sending in a photo of their team "at their grimest." From the 282 teams enrolled in the contest, four runners-up (one from each state) and one grand prize team were selected by partners of the Northwest Energy Efficiency Alliance. Each winning team won a victory celebration, sweatshirts and soccer balls signed by Olympian Tiffeny, and an ENERGY STAR® qualified washer for their coach. Tiffeny was on-hand at the victory celebration to congratulate the grand prize winners, "Elite" from Boise, Idaho.

All of the photos we received were great – which made the judging very difficult! Shown here are the winners from each state and the regional grand prize winner:



Soccer CLINICS

This year the ENERGY STAR® team including US Olympian Tiffeny Milbrett visited eight cities in Montana, Oregon, Idaho and Washington providing soccer enthusiasts age 14 and under with an opportunity to learn techniques and skills first-hand from Tiffeny. Maintaining a strong focus on the ENERGY STAR® qualified washers, each event ended with the famous "ENERGY STAR® Washer Shootout" – providing a chance for one lucky shooter to take home a brand new ENERGY STAR® Maytag Neptune Washer for his or her parents and a cool Nike contest gear bag for themselves!

New in 2000, was the addition of the "ENERGY STAR® Appliance Pavilion." It provided a great opportunity for local retailers to display

ENERGY STAR® qualified appliances in the registration area. Here, the retailer was able to talk with parents about the appliances and their energy saving benefits in a low-pressure environment.



Tiffeny Milbrett talks to young soccer players



The ENERGY STAR® Washer Shootout

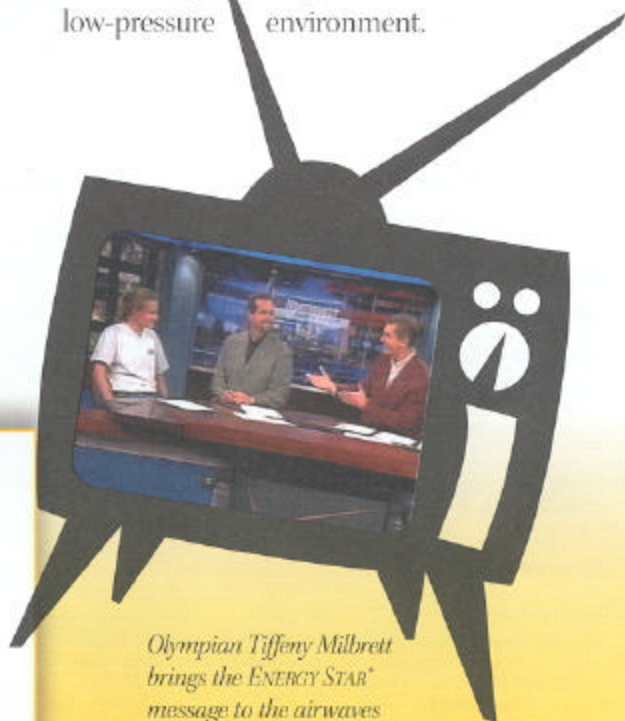
MEDIA COVERAGE

Local and regional media took the ENERGY STAR® name even further through strong coverage of the clinics and contest. Coverage included:

- Major TV news coverage
- Pictures and editorial coverage in major papers
- Event calendar postings
- Website listings



"It's great to teach kids about soccer and pitch a good cause," Milbrett said prior to the clinic. "It makes sense to use energy-efficient appliances. It is really important to be mindful of our resources."



Olympian Tiffeny Milbrett brings the ENERGY STAR® message to the airwaves as a co-anchor on Fox Sports NW.

ENERGY STAR[®] message brings added value to Northwest retailer's ads

Many Northwest retailers have discovered the benefits of marketing the energy efficient products they carry. Call the Dealer Hotline for a camera-ready ENERGY STAR[®] logo and language for placement in your next ad.

- 1 (888) 823-9274.



OFFICE ADDRESS:

921 SW Washington
Suite 312
Portland, OR 97205

Reach us through:

Dealer Hotline:

1-888-823-9274

Consumer Line:

1-888-373-2283

Fax: 503-295-0820

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LOWEST PRICE EVER

FRIGIDAIRE FRONT LOAD WASHER

1 YEAR NO INTEREST

\$499

15" WIDE

Dryer \$347

BRAND SOURCE

Expert

FRED'S APPLIANCE

COEUR D'ALENE

1509 12th St. N.

509-328-3824

ENERGY STAR

Qualified resource-efficient clothes washers use 60 percent less energy and 40 percent less water.

Big Loads? Big Deal!

Save NOW on the #1 rated Front Load Washer.

FRIGIDAIRE

\$999

MAYTAG NEPTUNE WASHER

\$1049

EQUATOR All-In-One Washer Dryer

\$1049

BRAND SOURCE

Expert

Riegelmann's

35 YEARS

665-4158

HOLIDAY SALE

BRAND SOURCE

Expert

Energy Star

Qualified resource-efficient clothes washers use 60 percent less energy and 40 percent less water.

FRIGIDAIRE GALLERY

Free Delivery and Set-up • Oregon Tax Credit \$175 • No Payments, No Interest 6 Months!

SAVE \$100!

GRAETZER'S

1000 N. 10th St.

503-252-1000

Worried About the Cost of Energy?

SEE THE NEW ENERGY STAR RATED APPLIANCES ON A SALE.

579

\$499

579

\$749

579

\$120

\$100

Why should you buy energy-efficient appliances?

Fisher & Paykel

The #1 RATED Neptune

Kelly's

HOME CENTER 378-1793

3825 Portland Rd. NE

503-252-1793

THE GIFT THAT GIVES BACK!

NEW Maytag Neptune

Outstanding Cleaning Through Stain Removal.

Exclusive Maytag Navigator System

STAINWARRIOR

On-screen stain removal guide takes the guesswork out of stain removal.

FAVORITE CYCLES

Create your own stain-proof laundry cycle, or family members can help in laundry.

TOUCHSCREEN Controls

The Washer That Can Pay For Itself!

Saves up to \$100* every year in energy & water

Uses 40% less water

Uses 65% less energy

Clothes look newer longer

Saves time

RESERVE YOURS TODAY!

"We Simply Sell Quality for Less"

Blacker's

Complete Home Furnishings

523-1802

785-2030

1800 E. Grand Blvd. • Suite 100

7th Fl. • Suite 100

Blacker's

Great Escapes Sweepstakes



June Winners

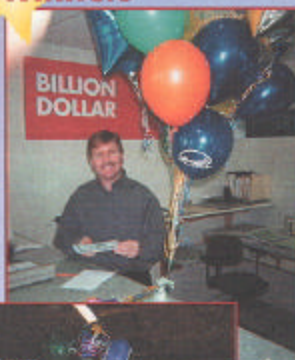
Congratulations to our Grand Prize Winner Terry Wadlow in the Great Escape Sweepstakes. Terry and her husband will be flying off to Great Britain for 10 days of tea and crumpets amidst the double-decker buses.

Program representative Lee Brule surprised Terry with a basket of British goodies and a real live bagpiper! Terry was extremely excited and said she will enjoy meandering with her husband through Great Britain, Scotland and Wales.

Monthly winners are stars in our eyes too. Each winner sent in their Spiff claims by the 10th of the following month and won a cool \$500—that's nearly 312£ (pounds)!



Grand Prize Winner
Terry Wadlow,
Stover, Evey & Jackson,
Corvallis, OR



Michael Latsha,
Broachview
Appliance, Oak
Harbor, WA
(left)



Mark Fisher,
Wilson-Bates
Appliance,
Sun Valley, ID

William Hernandez,
Fletcher Smart
Appliance Sales,
Engene, OR (left)

Janet Johnson, George
Steele Co., Butte, MT



July Winners

David Hassel,
Pacific
Refrigeration, Port
Angeles, WA (left)

Andie Barrows,
Thompson's
Maytag HAC,
Boice, ID

Jane Rue, Rue's
TV & Appliance,
Big Timber, MT

Cathy Claywood,
Fairview
Appliance,
Dallas, OR (left)

August Winners



Kevin Still, Hutchins TV &
Appliance, Hillsboro, OR (left)

Josh Alkire, Truex TV &
Appliance, Livingston, MT



Richard
Brinkerhoff
Brinkerhoff's, Inc.,
Bremerton, WA
(left)

Sheri Ard,
Banner
Furniture,
Twin
Falls, ID



September Winners

Ken West, Jack
Roberts Appliances,
Shoreline, WA (left)

Candy Cahill,
Nielsen's Appliance,
Junction City, OR

Gary Vik, Eklund's
Appliance, Great
Falls, MT



October Winners

Ken Lynch, Kent TV &
Appliance, Kent, WA (right)

John Sosnowski, West Coast
Appliance, Central Point, OR

Gary Cook, Blackers,
Twin Falls, ID

Gary Myskewitz, Quality
Appliance, Havre, MT



James Korbis, Dell's Mountain Electric,
Pocatello, ID



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Northwest Energy Efficiency
Alliance, a non-profit regional
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